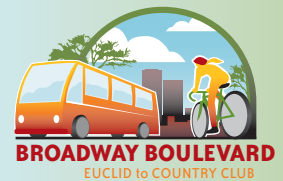


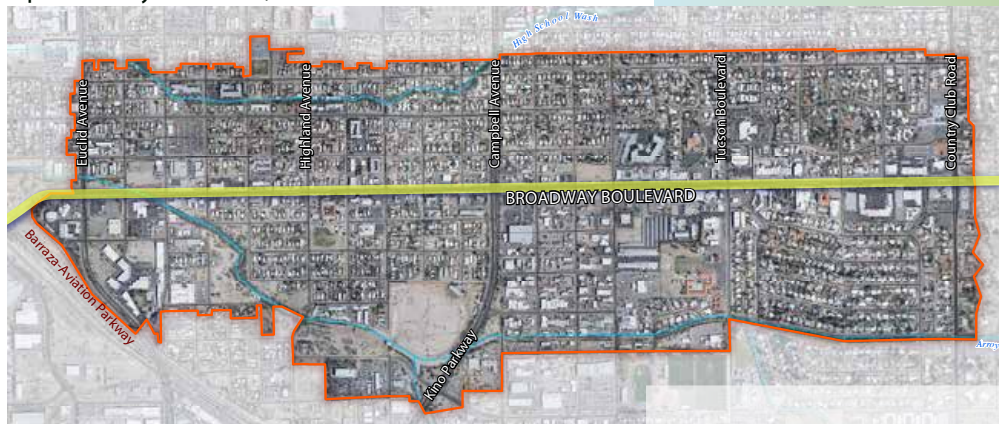
Broadway Boulevard

Euclid Avenue to Country Club Road



APPROACH

The planning area for this section of the Broadway Corridor Transportation Study encompasses a 1/4-mile wide corridor along both sides of Broadway Boulevard between Euclid Avenue and Country Club Road. A Context Sensitive Solutions planning approach will be used to ensure a roadway planning and design process that is transparent, involves the public early and often, and takes into account the entire design and mobility context for the area, not just the roadway itself. The planning approach will integrate roadway design with alternate mode use, and will evaluate economic development strategies and enhance community character through land use planning and urban design concepts.



DATA COLLECTION AND EVALUATION

The Broadway project team is conducting a review of the 1987 Mayor and Council approved Broadway Corridor Transportation Study to take into account current population, traffic patterns, predicted traffic volumes, and existing area and neighborhood plans. An assessment of existing, eligible historic structures and districts is also being performed. This information, along with the investment made over the past twenty years, will be used by the Tucson Department of Transportation to create a design and alignment that best meets the needs of the community. Currently, the improvements under consideration include roadway widening, bike and transit lanes, redesigned sidewalks, landscaping and streetscape elements. Future transit options will be incorporated into the roadway design.

BACKGROUND

The Broadway Corridor Transportation Study was completed in 1987 and included an extensive public outreach process that spanned several years. The Broadway Corridor Plan was adopted by Mayor and Council in 1989 and was one of the Regional Transportation Authority (RTA) projects approved by voters in May 2006. Over the past 20 years, significant public investment along the north side of Broadway has been made in anticipation of future improvements to the Broadway Corridor.

2012		2016	
PLANNING & DESIGN		FINAL DESIGN	CONSTRUCTION
<ul style="list-style-type: none">Formation of Citizens Task ForceInitiate Project & Background AssessmentStreet Design Concept Development & AssessmentCorridor Development Options & Assessment	<ul style="list-style-type: none">Draft Street DesignDraft Corridor Development Plan	<ul style="list-style-type: none">Finalize Street DesignApprove Street AlignmentApprove Corridor Development Plan	<ul style="list-style-type: none">Prepare Street Construction DocumentsConstruction BiddingFinalize Right-of-Way Acquisition
			<ul style="list-style-type: none">Begin Construction
<ul style="list-style-type: none">Provide Business Support Through MainStreet Business Assistance Program			

OVER



Broadway Boulevard

Euclid Avenue to Country Club Road

PUBLIC PARTICIPATION

Citizens Task Force — The Planning and Public Participation Phase of the project started in early 2012, with the formation of the Broadway Boulevard Citizens Task Force. The Citizens Task Force is a 13-member committee representing neighbors, business interests, special needs groups, alternate mode users, regional users, the Tucson Planning Commission, and the Citizen Transportation Advisory Committee.

The Task Force will work with the project team to evaluate the appropriate alignment and cross section widths for the roadway and provide input, review and approval of land use and urban design concepts for Broadway Boulevard. Businesses, neighborhoods and other interested stakeholders will have a number of opportunities and a variety

of methods to provide input and review and comment on design materials. The Planning and Public Participation Phase of the project is estimated to be completed in 24 months.

Public Involvement and Input — The Task Force will meet regularly to help develop a design concept for the Broadway widening. At important intervals in the design development, input from the community will be invited through publicly noticed meetings. Throughout the project, general project information, announcements and public meeting dates and times will be posted online at www.tucsonaz.gov/broadway. An info line is available for project information. Interested individuals may sign-up for email updates by emailing broadway@tucsonaz.gov. Comments for consideration by project staff and the Task Force can be submitted at any time, either by using a comment card or by emailing comments to broadway@tucsonaz.gov.

FUNDING

The total amount of funds allocated for the Broadway Boulevard, Euclid to Country Club, Improvement Project is \$71 million. Approximately \$42 million of project funding will be provided by the Regional Transportation Authority, with another \$25 million coming from the 1997 Pima County Transportation Bond Improvement Plan, and \$3 million from the City of Tucson.

BUSINESS ASSISTANCE

MainStreet is a regional small business assistance program focused on minimizing the construction impact on businesses located along Regional Transportation Authority (RTA) roadway projects, such as Broadway Boulevard. All businesses located within a quarter mile of RTA-funded transportation projects are eligible for FREE services. MainStreet's mission is to help businesses struggle less and prosper more during transportation construction projects by providing information, facilitating communication (ombudsman services) and offering individual and group business consulting services. For additional information, including a list of MainStreet's Frequently Asked Questions (FAQs), please visit the MainStreet Web site at www.mainstreetinfo.org or call its small business hotline at (520) 838-4352.

MainStreet is a program of the Regional Transportation Authority managed by Pima Association of Governments

- **Project information line** 520-622-0815
- **City of Tucson Project Manager:** Jenn Toothaker Burdick – jennifer.burdick@tucsonaz.gov – 837-6648
- **HDR Project Manager:** Michael Johnson – Michael.T.Johnson@hdrinc.com – 584-3600
- **Public Relations/Outreach:** Joan Beckim – Joan@kaneenpr.com – 622-0815
Joshua Weaver – Josh@kaneenpr.com – 622-0815
- **Business Assistance:** Britton Dornquast – Bdornquast@mainstreetinfo.org – 838-4352